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Digital media management and creative with fundamentals from traditional and digital media.

Social media management for multiple clients in the travel and tourism industry including Destination Marketing Organizations. Experienced in planning and marketing visual and audio content for tourism and for traditional broadcasting. Broadcast air talent in large and small

markets, assisting clients in writing, producing and delivering effective advertising. Numerous personal appearances as remote broadcast talent and master-of-ceremonies. Online and offline networker and community builder.

### GATLINBURG COMEDY TOURS.

Owner. Re-launched unique tour of Gatlinburg with fun and funny tour guides.

MOUNTAIN FUN LIFE TV. Created format, hired and coached talent, recruited guests and discount providers, and acted as producer and on-camera talent for new daily “Morning in the Mountains” online TV show. The show and channel highlighted the best of the Smoky Mountains’ attractions, lodging, events and history for visitors and locals. This

also became a podcast series on all major platforms. 2019-2020

JTV-Jewelry Television. Spoke with and handled orders and issues from customers all over the United States in conjunction with a continuous live home shopping television shows, including offering incentives for additional purchases. Selected to work small JTV Extra show with heavy social media presence. 2018-2021

IMEG (Internet Marketing Expert Group, Inc.), Sevierville, TN. Social Media Management 2012- 2018.

Social Media Marketing and Management for approximately 50 businesses in the Travel/Tourism/Hospitality industry including the Sevier County, TN

Destination Marketing Organization  
(visitmysmokies.com).

- Created and managed social media presence for 50+ businesses in the travel/tourism/hospitality industry in Sevier County (Smoky Mountains), TN; Destin, FL; and Hilton Head, SC, including Visit My Smokies (Destination Marketing Organization)..
- Built, managed and monitored social media engagement through producing and sharing quality content, driving website and partner click-throughs resulting in sales of accommodations (cabins, hotels, and attractions). Oversaw efforts on Facebook, Twitter, Pinterest, Google Plus and Instagram and YouTube.. Worked with clients, content department, graphic designers, website builders, SEO specialists, and account executives on ideas and strategies for clients.

- Daily contact with clients and customers of clients on customer service issues, complaints, sentiment and conversations about their brands, positive or negative.
- Working with offsite meteorologist/video producer on twice-weekly weather/event calendar video for Visit My Smokies, including compiling local information, assembling photos and short videos, and coaching video talent on correct pronunciations and local references.
- Photography and production of short video segments (including live) to be used in social media efforts.
- Crisis communication. Protecting the Smoky Mountain tourism business from negative media publicity, answering public questions (as brand and as myself) and clearing up misinformation that had spread on traditional and social media. This was

particularly important in the immediate aftermath of the November 2016 Gatlinburg wildfire.

- Training new employees on social media platforms, strategy and expectations while encouraging room for them to add their own personalities to social media efforts while keeping brand message consistent.
- Education program, “Mastermind Monday”, coordinating subject matter and training in optional after-work education and idea generation program. Personally taught sessions on copyright, Social Media monitoring tools, social media mis-steps committed by brands and how to avoid them, Tourism marketing around the world among others.
- Monitoring Social Media and Google Analytics, making adjustments to continually optimize social posting activity and content sharing

- Use of tools such as Buzzsumo, SEMRush, Agorapulse, and Sprout Social.

SMOMOtv, Smoky Mountain Television, Knoxville, TN. Social Media Manager.

- Created and managed Social Media for startup online Television network highlighting entertainment and recreational opportunities in the Great Smoky Mountains Region, including Knoxville, TN and Asheville, NC
- Initiated, monitored and engaged in conversations with interested parties including potential advertisers about the SMOMOtv brand, community news and events, and promotional opportunities.
- Created sales opportunities by interacting with business decision makers, Public

Relations firms, Advertising Agencies, and Chambers of Commerce.

- Proactive in reporting breaking news and weather events in the region to our online community and to the travel and tourism industry.

## OTHER CAREER HISTORY:

Over 20 years of working in radio, television and other operations, including as on-air talent, writing and production.

Favorite promotion: Drew traffic to over 50 haunted attractions in Ohio by visiting and reviewing on-air.

## Education / Professional Development:

TripSchool, intensive tour attraction building course.

Knoxville American Marketing



Association Fall Marketing Conference in  
2016 and 2017

Pellissippi State University, Knoxville, TN  
- Social Media for Business Workshop.

Overview of Social Media techniques and  
strategies for small business.

Ivy Tech State College, Fort Wayne,  
Indiana. A.A.S., Marketing

Recognition:

Knoxville Big Wig Awards-Top 3 Finalist in  
Best Social Media Marketer competition for  
Knoxville American Advertising Federation.